

John Zelen:

JAN 22/88.

Re: Product test results to R.W.M.

- 1) Sequential random
- 2) Five packs each of two test sets, then 100 3/4 packs to smoke.
- 3) 7 point scale.
- 4) D.G.L. no open ends, computerized.
- 5) Sample each group of smokers
each group 200-300 people
- 6) Max % in test = 4.9% of population.

★ HTI is a subset of the larger HTI NATIONAL
multi-product cigarette level.

Size: HTI = ~~90,000~~ 90,000 smokers
POL = 150,000 smokers

Are we using cutting-edge? Are we still removed from "Red" life
environment.

Mapping??

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1980 W165-100. 1980 TAR 19.0 to 15.5%.

1981 Introduction DL 15.5 to 14.5% Tar.

1982 Solu Arom

1983. TAR \downarrow 14.5 to 16.0

SOL. Arom 0.15 to 0.25%

E.T. = 14 to 16%

Accepting of both any other case = approx 4.8.

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White hyp Full flame (crack).

White hyp Partial Product.

Not here 30th or Mexico

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